GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2469
ANSWERED ON:30.11.2016
Business Advertisement
Kushwaha Shri Ram Kumar Sharma

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the advertisement business has increasingly been growing in the country during the recent years;

(b) if so, the details thereof along with the estimated annual business amount since 2009 to 2014 and the first six months of the year 2016-17; and

(c) the share of the individual contribution of print, TV and other sources in total business?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (c) Directorate of Advertising and Visual Publicity (DAVP) being the nodal multi-media agency of Government of India is mandated only to disseminate the information about Government Policies, Schemes and Prgrammes. DAVP only issues advertisements through various mediums, viz., Print, Audio-Visual, Outdoor Publicity, Printed Publicity, SMS, Internet, Digital Cinema, Community Radio Stations etc., as per the requirement of the client Ministries/Departments, target audience, allocated budget etc.

However, as per the Report of Indian Media and Entertainment Industry, 2015 released by Federation of Indian Chambers of Commerce and Industry (FICCI-KPMG), the growth rate in advertisement industry and the total business in this industry during the year 2009 to 2014 is placed at Annexure.